



Quick Notes

from the Idaho Office of Highway Safety

July 23, 2012

Mark your calendar for the **Highway Safety Summit** in Coeur d'Alene, ID on **May 1-2, 2013**.

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129
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Fatalities for 2012 = 95

General Message from the Highway Safety Manager

Hi Highway Safety Partners:

Virtually every vehicular crash starts with a poor decision on the part of the driver. Very rarely does the vehicle or roadway simply disintegrate causing the crash to occur. Sure, there are rare instances such as the documented cases of a roadway pavement buckling upward or a highway bridge collapsing, but these are very rare events that are attributed solely to a vehicle crash that causes death and serious injury. Many safety features, such as roadway (guardrail), vehicular (seat belts and air bags), and improved emergency response come into play after the crash event starts; and these features aid to increase the chances of survival once the crash unfolds and comes to a conclusion.

There has been a ton of research to investigate what happens to the human body during a crash and the benefit of this research has helped create life-saving innovations such as better seat belt design, air bags, and reinforced passenger compartments. While this research has aided in the reduction of fatalities and serious injuries, it has not contributed to the reduction of crash numbers. If researchers could actually observe the driver's behavior moments before a crash event, or observe the behavior and action taken moments before a near miss where a collision is successfully avoided it would help stop collisions before they happen.

In just the last few years technology has allowed cameras and data recording systems to become small and inexpensive enough to make an unobtrusive recording of driver behavior a reality. As a result, a national research project is indeed underway to observe driver behavior moments before a crash or near miss type of event. To date approximately 3,000 volunteer drivers of both genders and various ages in six regions around the United States are participating. Data from strategically placed cameras and data recorders documents the driver and vehicle operation every moment the engine is running for up to 24 months. A record of speed, acceleration and conditions as depicted by video will be able to give insight into what the driver is doing, where they are looking, how long was their attention diverted and what was the cause of the diversion.

When this project is completed a vast database will be available for research analysis to continue. For example, this information will aid in investigating why there are so many run-off-the-road crashes. Data from this study should tell researchers the possible role of drowsiness, distraction, speeding and other factors associated with this type of crash.

At this time, it is hard to ultimately predict where the accumulation of this data will take highway safety, but the overall goal is to study driver behavior in a *naturalistic environment* in the hope that greater awareness of driver behavior becomes known so potential correction of these behaviors can be addressed. The ultimate is to reduce the number of crashes due to poor driver behaviors and decisions.

It is a privilege for the Idaho Transportation Department to be a member of the oversight committee for this project and it will be exciting to see this research unfold in the next couple of years as we join the rest of the nation in moving *Toward Zero Deaths*.

Brent Jennings, PE
Highway Safety Manager
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Law Enforcement

"One Team"
Borderless Enforcement
Working together to save lives.

Law Enforcement Working Together to Save Lives "One Team" Borderless Enforcement

What started as an effort with one LEL in Lewiston, Idaho, eventually became a northwest campaign on impaired driving. The "One Team" event held before the July 4th impaired driving crackdown, leveraged resources and provided an opportunity to practice mutual aid initiatives, sharing of resources, staff, and communication for enhanced services.

The "One Team" event provided the northwest states, with a new media approach to "market" their impaired driving enforcement during the crackdown. Leading up

to the crackdown, LEL's from each of Idaho Transportation Department's six districts, coordinated "One Team" events in their respective areas. Included in the events were police officers, sheriff's deputies, and state troopers throughout the area. They were available for interviews with news media and photo-ops to promote the "One Team" initiative. This campaign created an outstanding opportunity for law enforcement officers from adjoining states, counties, and cities to renew their commitment to work together all year long to save lives on all our roadways



Figure 1 District Two - *One Team* Photo Shoot at Lewiston

District 1, Coeur d'Alene - We held our One Team Event on Friday, June 29th.

We started our day at 9:00 am with DUI Refresher training at the Coeur d'Alene Police Department and had about 12 officers participate in the training. Those Officers/Troopers/Deputies represented about 6 different agencies from Idaho, Montana and Washington.

At noon, the group traveled to the Coeur d'Alene City Park where we met with additional officers for lunch donated by the Texas Roadhouse. While there we took a group photo and officers were available to speak with the local media that attended. After lunch, we traveled to a local fire station so that officers could participate in a wet lab as part of the DUI Refresher Training. We had 12 different agencies and two grants officers from Washington attend the lunch and photo opportunity.

ABC (KXLY) and CBS (KHQ) attended the photo and the wet lab training and both ran stories about the event soon after. I believe ABC ran a story on the day of our event and again today (July 3rd).

The highlights of the event were: participation from 3 states, 2 of the 3 major news networks attended, lunch completely donated by Texas Roadhouse (they also said they wanted to be a part of any future events we have), DUI Refresher Training taught by instructors from 3 different agencies and two different states, and an overall fun and positive event that should gain momentum and grow in the future.



Figure 2 District One - *One Team* Photo Shoot at Coeur d'Alene

PBIC and APHA Offer Free Webinar on Health Impact Assessments and Pedestrian and Bicycle Safety

CHAPEL HILL, NC — The Pedestrian and Bicycle Information Center (PBIC) in conjunction with the American Public Health Association announces the next free webinar in its Livable Communities Webinar Series:

Using Health Impact Assessments to Connect Bicycle and Pedestrian Safety and Health

Tuesday, July 24, 2012

3:30 p.m. — 5:00 p.m. EDT

To register, visit: <http://cts.vresp.com/c/?UNCHighwaySafetyRese/b2c4a17893/79a40518de/43cded55c7>.

Health impact assessments are a valuable tool for estimating the health impact of various projects and policies. This webinar will explore what health impact assessments are and how they can be used to connect bicycle and pedestrian safety and health. Bethany Rogerson, senior associate for the Health Impact Project, a collaboration of The Robert Wood Johnson Foundation and the Pew Charitable Trusts, will provide an overview of HIA programs and how they can add value to a decision-making process.

Her presentation will be followed by two case studies of how HIAs were successfully used. Brendan Haggerty, a planner within Clark County, Wash. Public Health Department, will discuss how HIAs were used in the Clark County Bicycle and Pedestrian Master Plan in 2010 and the lessons learned from that process. The county's HIA was recognized as a model practice by the National Association of County and City Health Officials and won the 2012 Translating Research to Policy Award from Active Living Research.

Finally Jim Skoog, Community Health Specialist with St. Louis County Public Health and Human Services in NE Minnesota, and Ellen Pillsbury, Senior Planner with the Arrowhead Regional Development Commission (ARDC) Regional Planning Division, will discuss how HIAs have been used within St. Louis County.

This webinar is part of the PBIC's Liveable Communities webinar series and is being presented in conjunction with the American Public Health Association. It is the first of three webinars exploring health and pedestrian and bicycle safety.

PBIC offers free, public webinars approximately monthly. To register for upcoming webinars and to access archived presentations, please visit www.walkinginfo.org/webinars.

Since its inception in 1999, PBIC's mission has been to improve the quality of life in communities through the increase of safe walking and bicycling as a viable means of transportation and physical activity. The Pedestrian and Bicycle Information Center is maintained by the University of North Carolina Highway Safety Research Center with funding from the U.S. Department of Transportation Federal Highway Administration.

Pedestrian and Bicycle Information Center

730 Martin Luther King Jr. Blvd

Campus Box 3430

Chapel Hill, NC 27599-3430

Phone: [1.888.823.3977](tel:18888233977)

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www.walkinginfo.org

www.bicyclinginfo.org

Population Shifts and Implications for Walking in the United States

According to a July AmericaWalks article, "Major population shifts in the United States point to changes in American attitudes and behaviors regarding walking. These shifts are likely to result in a substantial increase in both recreational and utilitarian walking. Three demographic changes, in particular, are likely to promote this 'walking revolution:' (1) the aging of the baby boomers, (2) the different transportation priorities of young people, and (3) the decline of the suburbs. The Aging of the Baby Boomers: The first demographic shift with implications for walking is the aging of the baby boom generation. The baby boomers -- those who were born between 1946 and 1964 -- number approximately 78 million Americans. They constitute over a quarter of the total U.S. population. Each day, on average, 10,000 of the boomers reach the traditional retirement age of 65."

"As the boomers become 'seniors,' they are undergoing major lifestyle changes. Boomers who were physically active throughout their adult years want to maintain an active lifestyle but they know that they can no longer engage in rigorous physical activity, at least not to the same extent as beforehand. So they are trading in their tennis and jogging shoes for walking shoes. Even boomers who have been sedentary during most of their middle-age years know that in order to maintain their health (or prevent a further deterioration in their health) they need to be physically active. As these less physically active boomers grow older, it is reasonable to assume that their preferred mode of exercise will be walking. Studies have repeatedly shown that walking is the most popular form of exercise for older adults..."

RECRUITING VOLUNTEERS FOR WESTERN IDAHO FAIR, AUGUST 17-26

The Federal Highway Administration (FHWA) and Idaho Transportation Department (ITD) will have a booth in the Western Idaho Fair starting on August 17th that showcases highway safety. ITD and FHWA are looking for volunteers to help man this booth. Our highway safety partners will have an immense role in reaching out to the public to convey how important it is to be a safe driver, a safe rider (motorcycle and bicycle), and also walking on the roadways.

The use of seat belts is the best defense for survival as a vehicle collides with another object or a vehicle runs off the road and rolls. As part of the safety presentation there will be a seat belt demonstration (some know it as the Barbie Demo), involving smashing raw eggs, which of course zip lock bags will be provided.

This is the second year that driving simulators will be available at the Highway Safety booth, courtesy of Nampa Police and Idaho State Police. These simulators are great tools to create a great learning experience for the young drivers and also for drivers at any age, to realize the importance of being a safe driver. Idaho has a texting law as of July 1, 2012 and this is a great opportunity to demonstrate that texting creates impairment to the driver, and how dangerous this is even when driving at a lower speed. Drivers can experience the danger of driving while texting in a simulated environment.

For more information regarding the Western Idaho Fair highway safety booth, please contact Ping Yerby at ping.yerby@itd.idaho.gov or Lance Johnson at lance.johnson@dot.gov.

We are looking forward to partnering with you in reaching out to the public to promote safe driving.

CHANGE IS NEEDED IN HANDLING DISTRACTED DRIVING, OFFER SAFETY TIPS

American Society of Safety Engineers News *Protecting people, property and the environment since 1911*

For Immediate Release Contact: Diane Hurns, 847-768-3413, dhurns@asse.org

Earnest Harper, 208- 322-2600, GAC/Transportation PS

DES PLAINES, IL, (March 29, 2012) – Members of the American Society of Safety Engineers (ASSE) say that distracted driving can lead to harrowing life changing events and warns drivers to pay attention to the road as part of April's Distracted Driving Awareness Month. ASSE's Transportation Practice Specialty (TPS) group developed a 'How to Avoid Distracted Driving' tip sheet discussing crash force, distraction events, distance traveled in seconds and more available at a new prevent distracted driving web site at <http://www.asse.org/newsroom/safetytips/distracteddriving.php>.

A vehicle is a machine weighing anywhere from 3,000 pounds and up and can cause major damage especially if it crashing while traveling at speeds of 40 miles or more per hour, for instance, the ASSE TPS group warns. Massive damage can occur even it one takes their eyes off the road for a second.

Statistics show that 500,000 people are injured each year and another 6,000 are killed by drivers who are distracted, particularly by their phone. Young drivers are more likely to be killed in distraction-related crashes, according to the U.S. Department of Transportation (DOT). A recent Governor's Highway Safety Association (GHSA) report found an increase in teen driver roadway crash fatalities in the first six months of 2011, illustrating a need to increase awareness about the dangers of distracted driving especially for teens. Noting the increase in injuries, ASSE chapters will also be discussing the topic at meetings.

"We are very concerned as roadway crashes continue to be the number one cause of on-the-job deaths," ASSE President Terrie S. Norris, CSP, ARM, CSPI, said today. "Life can change in a second. Consider this -- you're doing

yard work one warm spring day and your, let's say, mother decides to go to the store to get some garlic bread to go with the spaghetti being made for dinner. While still in the yard you hear a car pulling into the driveway and think your mother has returned from shopping. But, as you lift your head you see it's a police car instead. The policeman slowly gets out of the car and tells you the bad news – your mother died when the driver of another car, while texting, veered into the wrong lane and slammed into her car. She died instantly, he says.

“In the span of about one hour you went from gardening, joking with your mother to being told she is dead. Then you have to tell the bad news to your family and friends. So instead of enjoying a spring spaghetti dinner that night, you and your family are planning a funeral,” Norris said. “This happens several times a day around the world and the pain of such an incident lasts forever. Roadway crashes, fatalities and injuries caused by distracted drivers must stop now.”

The ASSE TPS group works daily on transportation safety protecting their employees by developing and implementing driver safety programs as well as commercial vehicle safety maintenance programs. Most work for companies that have long standing ‘driver safety’ company policies which include banning in-vehicle cell phone use and other distracted driving activities. ASSE member Randall Butler, of Bridgeview, IL, noted that he has put in commercial vehicle safety programs for his company at locations around the U.S. and done training and has found that this works. The major problem that we have, he says, is not being able to control other drivers on the road.

ASSE TPS members Earnest F. Harper, CSP, DABFE, DABFET, CFC, of Idaho, and Timothy C. Healey, of Connecticut, say people should realize there are clear physical dynamics involved that can be dangerous when one is operating a large machine like a car and take their eyes off the wheel, even for a few seconds.

“At 40 mph you are traveling 58.7 feet-per-second (fps) meaning that in the 2.9 seconds it takes for that eye glance, looking away from the road ahead, to reach for something you will have traveled 170 feet (58.7fps x 2.9s). At 60 mph, you are moving at 88 fps,” Harper said. “During that 2.9 second glance away from what you are driving into, you have traveled over 255 feet.”

“In either case, at these common speeds, each is more than enough time to end up being several feet under that slow moving tractor-trailer rig ahead of you that you didn't see,” Healey noted. “And in a 40 mph crash a 100 pound person or child who isn't wearing a seat belt will hit the dash board with a force of 2.6 tons, and a 3,000 pound car crashing at 40 mph will experience a crash force of 80.28 tons reducing any chance of surviving.”

The Transportation Practice Specialty group suggests to avoid distracted driving one should:

Program your device so you do not answer and notify the caller that you will be driving and are not available to respond at the moment. In an emergency, family should know to call 911 or other family members. If family or certain individuals urgently need to reach you, devise a procedure such as three rings, hang up, wait two minutes and call again, repeat once to allow time to pull over safely.

Know your route in advance and, if using a navigation system, pre-program it.

Prepare the vehicle cab and yourself for driving, including your management of any distraction, be they inside or outside of your vehicle.

Focus on driving: Maintain safe spacing or move to a less obstructed lane.

ASSE is urging motorists to put their phone down, or turn it off when they're in the car, avoid eating and program the GPS before you leave. Minimizing distractions allows drivers to maximize their attention on the road.

Founded in 1911, the Des Plaines, IL-based ASSE is the oldest professional safety organization and is committed to protecting people, property and the environment and has more than 34,000 occupational safety, health and environmental professional members. For more information on distracted driving please go to

<http://www.asse.org/newsroom/safetytips/distracteddriving.php>; <http://www.distraction.gov/>,
<http://www.drivesmartva.org> or www.asse.org.

Youthful Driving

To assist parents with traffic safety information, the NSC has launched a blog providing tips and information when working with teenage drivers. As part of the blog, stories from families affected by teen crashes are highlighted with a goal of helping other parents avoid hurdles they have faced. Read more at <http://teensafedriving.org/blog/>

Binge Drinking in Teens and College Students

Dr. Phil examined drinking among teens and college students. In the attached YouTube clips, he talks with a college student to probe the reasons for drinking excessively. Dr. Phil also talks with Dr. Jorge on the effects of alcohol for the brain and liver. View more: <http://www.youtube.com/watch?v=7FeCOE4A9Xk&features=related>
http://www.youtube.com/watch?v=Q_0qniLXa-o&feature=related
http://www.youtube.com/watch?v=HSioK_yONQ4&feature=relmfu

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description, Location
July 24	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
July 25	Alive at 25 , Nampa Police Dept., www.idsafedriver.org
July 25	Alive at 25 , Kootenai County Fire Station #2, www.idsafedriver.org
July 28	Alive at 25 , Madison County Sheriff's Office, www.idsafedriver.org
July 28	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
July 28	Alive at 25 , Nampa Civic Center, www.idsafedriver.org
July 30	Alive at 25 , Boise Police Dept., www.idsafedriver.org
Aug 4	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Aug 4	Alive at 25 , Elmore County Sheriff's Office at the Marina Building, www.idsafedriver.org
Aug 11	Alive at 25 , Meridian Police Dept., www.idsafedriver.org
Aug 17-26	Western Idaho Fair , Garden City. Inviting partners to participate in Highway Safety Booth!
Aug 18	Alive at 25 , Bingham County Sheriff's Office, www.idsafedriver.org
Aug 25	Alive at 25 , Emmett Police Dept., www.idsafedriver.org
Sep 22	Alive at 25 , Bingham County Sheriff's Office, www.idsafedriver.org
Sep 25	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
Sept 30	The end of Federal Fiscal Year 2012
Nov 17 – 25	Impaired Driving Traffic Enforcement Mobilization
Nov 20	Alive at 25 , Orofino Police Dept., www.idsafedriver.org
Dec 17 – Jan 2	Impaired Driving – Statewide Traffic Enforcement Mobilization
2013	HAPPY NEW YEAR
Feb 8 – 17	Seat Belt – Statewide Traffic Enforcement Mobilization
March 10 – 18	Impaired Driving - Statewide Traffic Enforcement Mobilization
April 5-14	Aggressive Driving – Statewide Traffic Enforcement Mobilization
May 1-2, 2013	HIGHWAY SAFETY SUMMIT – Coeur d'Alene, Idaho
May 20 – June 2	Seat Belt – Statewide Traffic Enforcement Mobilization
June 29 – July 12	Impaired Driving - Statewide Traffic Enforcement Mobilization
July 19 – Aug 4	Aggressive Driving – Statewide Traffic Enforcement Mobilization
Aug 7-12	Bicycle/Pedestrian – Statewide Traffic Enforcement Mobilization
Aug 25 – Sept 8	Impaired Driving - Statewide Traffic Enforcement Mobilization

Quick Reference Guide – click on the topic to go directly to website.

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration

[2010 Idaho Crash Report](#)

Program Area	Idaho State Links	Federal Links
Impaired Driving		http://www.nhtsa.gov/Impaired
Distracted Driving	http://www.itd.idaho.gov/ohs/DistractedDriving.htm	http://distraction.gov/
Teen Drivers	http://www.idahoteendriving.org/	http://www.nhtsa.gov/Teen-Drivers
Bike & Pedestrian Safety	http://www.itd.idaho.gov/bike_ped/index_new2.htm	http://www.nhtsa.gov/Pedestrians http://www.nhtsa.gov/Bicycles
Seat Belt Safety	http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm	http://www.nhtsa.gov/Driving+Safety/Occupant+Protection
Child Passenger Safety	http://www.itd.idaho.gov/ohs/ChildSafety/index.html	http://www.nhtsa.gov/Safety/CPS
Aggressive Driving		http://www.nhtsa.gov/Aggressive
Motorcycles	www.idahostar.org	http://www.nhtsa.gov/Safety/Motorcycles
Senior Driving		http://www.nhtsa.gov/Senior-Drivers
Lane Departure	http://itd.idaho.gov/info/home_articles/safety_plan.htm	http://safety.fhwa.dot.gov/roadway_dept